

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

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CANADA'S GREATEST RADIO VALUES



Proud to say "This is Mother"

The reward that comes to many mothers—unconscious tribute from the younger generation to the woman who has retained her youth

THIS young couple looks like a picture on all sides today; it is fitting does her mother every where. From now with the couple she can go on in the right. The result in youthful charm and skin doesn't well answer you.

MODERN mothers have learned not to be like their mothers. Comparing at you like with daughters of previous age, they prove that mothers no longer submit to the law of peers.

The conscious pleasure this mother has in assuming role of the day. Several ways have replaced the older aging, unattractive ways of yesterday. It is her discovered that youth can be safeguarded.

The following note is probably original with the author of the article, but the author, Mrs. the mother and her daughter, don't say after what author. Reading however suggests that she has many years of experience. The note is as follows:

Do this for your work

Mark the difference that comes

With pure face powder with nothing Palmolive Soap, managing the latter with the fingers. After this carefully, from the nose, down the face. If pure skin is not obtained to be, apply a touch of good cold cream—then roll.



Read it, research it.

THE PALMOLIVE COMPANY OF CANADA, LIMITED

Montreal

Toronto

Winnipeg

Look for a Reason

No other equipment possesses all the outstanding features of DeForest & Crosley sets. If you are the kind of person who appreciates DeForest & Crosley look for a reason.



The Macaroni
An improved line of radios featuring the latest in vacuum tube construction and the latest in tone and volume. Price



Model C-5

An open face set with a vacuum tube circuit. The C-5 is a DeForest standard radio, easy to be in any room. It is a radio that can be used in any room. This is a radio that is simple, sturdy, and reliable.



C-5 Console Model

Inside all the features of the C-5 in a modern cabinet by the name of the C-5 Console. This model is a radio that is simple, sturdy, and reliable.



Expert Guidance

THE grace and speed of the white-winged racer are brought out by the hand of the expert on the helm.

Similarly, expert guidance in the selection of equipment suited to your local conditions is the sure road to radio satisfaction. Particularly is this desirable in Canada, where varying climate and distances demand broadcasting circuits materially affect reception.

The DeForest & Crosley Authorized Dealer offers you just that guidance. He is an expert in radio and knows local

conditions. He has a line designed and built in Canada to meet Canadian conditions. Models are not restricted to one type of circuit, so you are able to select a set that meets your own requirements.

Entry into the DeForest & Crosley Authorized Dealer offers represents an unusual value, made possible through low-cost production and distribution, superior manufacturing resources and the selection of the latest in radio development adapted to Canada.

Make the DeForest & Crosley Authorized Dealer your consulting expert.

DEFOREST & CROSLEY RADIO

The example set by agents of The Taylor Agency, The Crossley Agency, The C. C. Cooper Agency, The C. C. Crossley Agency, The C. C. Crossley Agency, and John E. Crossley, Inc., in the United States, has been repeated here, demonstrating the popularity of the DeForest & Crosley radio in America.

BUILT IN CANADA TO MEET CANADIAN CONDITIONS



Why has Goodyear only 2,500 Tire Dealers in Canada?

There are some 10,000 Tire Dealers
in Canada.

WHY, then, with Goodyear being the largest selling tire in Canada as they are throughout the World, do not more dealers sell Goodyear Tires?

It is because Goodyear has found that the best 2,500 tire dealers in Canada can render more service and at lower cost in methods of the sale of Goodyear Tires than can be afforded to them.

Hence the Goodyear Selected Dealer.

These 2,500 dealers are ample enough to serve every motorists in Canada. And the advantages of this policy are very real.

For the Goodyear Company it means lower talk for salesmen, less travelling expense for salesmen, less advertising expense for advertising and sloganizing. Better profit results. These savings help to keep Goodyear quality highest at no higher prices.

For the dealer it means a more concentrated stock, lower investment, faster turn over, and adequate income without charging excessive prices. And he is lifted in good will service to his customers.

For the motorist, it means low prices for the best tires the company has ever produced. It means dealing with a tire merchant who is intensely interested in the mileage rendered by Goodyear Tires—who has an ample staff of men—who has the experience to help you get the lowest-cost, most use-free tire that you ever enjoyed.

No wonder more people ride on Goodyear Tires than any other kind.

There is a Goodyear Selected Dealer near you. Look for the Goodyear Selected Dealer signs.

In fact, there are.

Goodyear means Good Wear



GUM-

DIPPING

*the Extra Process for Extra Miles
Insulates Every Fiber of
Every Cord with Rubber*



Greater stamina and longer mileage—added safety and comfort—that's what Gum-Dipping, the extra process, gives to Firestone tires.

Gum-Dipping goes to the very heart of every cord, thoroughly saturating and impregnating every fiber with rubber—minimizing internal friction and heat, one of the most persistent causes of tire failures.

The cut-away section of a Firestone Full-Size Gum-Dipped Balloon, pictured opposite, shows a single cord greatly magnified. This cord is untwisted into fifteen smaller cords which are composed of many little fibers, all of which are thoroughly saturated and insulated with rubber by Gum-Dipping.

Firestone Gum-Dipped Tires are delivering greater economy, safety and comfort in the day-in and day-out service of the largest truck, bus and taxicab fleet—in the battle of tires on race tracks—and on cars of hundreds of thousands of motorists throughout the country.

Your tire costs will be materially lowered this year by having the nearest Firestone Dealer equip your car with these wonderful tires. See him now.

MOST MILES PER DOLLAR.

MADE IN CANADA
FIRESTONE TIRE AND RUBBER COMPANY,
OF CANADA, LIMITED
HAMILTON, ONT. CANADA



57
YEARS OF THE
57

THAT DISTINCTIVE OVEN-BAKED FLAVOR

Yes, they are golden brown in color, tender, mealy, and digestible. But most of all you'll like Heinz Oven-Baked Beans because of that distinctive oven-baked flavor.

Only baking, in the dry heat of real ovens, can develop this delightful taste. Beans cooked any other way cannot have it.

When you see the label on the tin you'll see that Heinz Beans are baked. When you taste the beans, you'll know *why* they are baked. Because oven-baking does give them a better flavor. Beans not baked cannot be labeled baked.

HEINZ OVEN-BAKED BEANS

HEINZ OVEN-BAKED BEANS SOLD IN CANADA ARE BAKED IN CANADA • H. J. HEINZ COMPANY